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The Fifth Estate

Broadcasting Apr 16

WATCH ALL NELL BREAK LOOSE...

WHEN MCA TV RELEASES GIMME A BREAK STARRING NELL CARTER!

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The Top 100

Vol. 106 No. 16

Broadcasting Apr 16

Second-quarter business looking robust
NAB exhibitors go through the roof
Special Report on the Fifth Estate's Top 100 companies

BIG BUSINESS □ Television and radio advertising sales look very strong for second quarter, with percentage increases possibly climbing to upper teens. **PAGE 39.**

SNEAK REVIEW □ Advertising agency officials who have seen scripts for fall pilots say product is more of the same—comedy, law enforcement, mini-series and made-for-TV movies. **PAGE 41.**

THROUGH THE ROOF □ NAB's exhibition floor expands to 700 companies—an increase of 100 over last year. Computer-related equipment leads the surge. **PAGE 41.**

ACT ATTACK □ Action for Children's Television blasts NAB booklet on state of children's programing. **PAGE 42.**

MEMORY LANE □ Anniversaries for events of 20 years past: license challenge, led by Everett Parker, of WLBT(TV) Jackson, Miss., on **PAGE 43,** and Intelsat's creation on **PAGE 44.**

REGIONAL REVIEW □ FCC eliminates regional ownership concentration rules in flurry of decisionmaking. **PAGE 48.**

LET's GET FISCAL □ BROADCASTING presents its annual view of the 1983 financial fortunes of the top 100 companies in electronic communications. The special report includes a sampling of salaries of some major players in the field, and a chart ranking companies by total revenues and by BROADCASTING's own Electronic Communications Index. **PAGES 51-61.**

WINNING NUMBERS □ Programing world sees increase in number and success of game shows. **PAGE 64.**

PAY BRITAIN □ U.S. pay programing companies are aligning themselves with British firms to operate services in England. **PAGE 66.**

MINI-SERIES APPLAUSE □ HRTS gathering hears praises sung for mini-series. **PAGE 70.**

RCA'S LATEST □ New CCD-1 camera, with chips replacing tubes, expected to replace Hawkeye. **PAGE 74.**

TRANSPONDER FOR SALE □ Proliferation of satellites has caused transponder business to be a buyer's market. **PAGE 78.**

EASING THE LOAD □ Although changes in FCC's attribution rules may not spark huge increase in investing, observors say rule changes will streamline process. **PAGE 82.**

MARKING WORDS □ Ed and David Markey present views on competition in international satellite carrier business. **PAGE 82.**

FIRMER GROUND □ Tone of annual National Public Radio conference is more upbeat than 1983, when network announced huge debt. **PAGE 91.**

QUBE ON ICE? □ TCI says if it buys Warner Amex's Pittsburgh system it will shut down Qube. **PAGE 94.**

CABLE CHAMPION □ Sammons Communications's Bill Strange brings a sense of what's possible to a strong voice for the cable industry. **PAGE 119.**

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The Top 100

COMPANIES IN ELECTRONIC COMMUNICATIONS

ABC □ Adams-Russell □ Affiliated Publications □ American Express □ American Family □ Anixter Bros. □ Arvin □ BBDO □ A.H. Belo □ John Blair □ Burnup & Sims □ Cable TV Industries □ Capital Cities Communications □ CBS □ Centel □ Cetec □ Chris-Craft □ Coca-Cola □ Comcast □ Comsat □ Conrac □ Control Data □ Cox Communications □ Disney □ Dow Jones □ Doyle Dane Bernbach □ Dun & Bradstreet □ Eastman Kodak □ Fairchild Industries □ Foote, Cone & Belding □ Gannett □ GenCorp □ General Electric □ General Instrument □ Getty Oil □ Graphic Scanning Corp. □ Gray Communications □ Grey Advertising □ Gulf + Western □ Gulf Broadcasting □ Harris Corp. □ Harte-Hanks □ Heritage Communications □ Insilco □ Interpublic Group of Cos. □ Jefferson-Pilot □ Josephson International □ JWT Group □ Knight-Ridder □ Lee Enterprises □ LIN Broadcasting □ Lorimar □ MacLean Hunter □ M/A Com □ MCA □ MGM/UA Entertainment □ McGraw-Hill □ Media General □ Meredith Corp. □ Metromedia □ 3M □ Motorola □ Multimedia □ N.A. Phillips □ New York Times Co. □ A.C. Nielsen □ Oak Industries □ Ogilvy & Mather □ Orion Pictures □ Post Corp. □ RCA □ Reeves □ Rogers Cablesystems □ Rollins □ Scientific-Atlanta □ Scripps-Howard □ Selkirk Communications □ Signal Cos. □ Sony □ Stauffer □ Storer Communications □ Taft Broadcasting □ Tektronix □ Tele-Communications Inc. □ Telepictures □ Texscan □ Time □ Times Mirror Co. □ Tribune Co. □ Turner Broadcasting □ United Cable Television □ United Television □ Varian Associates □ Viacom □ Warner □ Washington Post Co. □ Western Union □ Westinghouse □ Wometco □ Zenith

Fifth Estate firms fare well in 1983

BROADCASTING's annual ranking finds most companies posting revenue and earnings improvement over 1982; GE heads revenue list, RCA takes top position on BROADCASTING's Electronic Communications Index

Lower interest rates, higher consumer spending and a disinflationary econony helped make 1983 a solid year for many of BROADCASTING's Top 100 Companies in Electronic Communications. As the economy recovered, so did the performance of many of the companies listed in the chart on pages 58-61. Only seven of the top 100 companies reported a loss in 1983, one less than in 1982.

The companies that make up the Top 100 are an eclectic group. The list includes publicly traded companies that engage in all areas of electronic communications, including radio and television broadcasting, cable television systems, subscription television, satellite master antenna television, program production, post-production video and audio services, program distribution and film licensing, advertising services and rating services. The list also includes companies on the new frontier of electronic communications: paging system and cellular radio operators, multipoint distribution service, direct broadcast satellites, teletext and videotex, low-power television, and manufacturers of equipment for all of the above.

The companies, confined to those publicly traded, are ranked by total revenue. BROADCASTING editors have also assigned each company an Electronic Communications Index (ECI) rank and percentage (the percentage of revenues contributed by their electronic communications interests).

By and large, BROADCASTING's Top 100 remained basically unchanged from last year. Among the companies that showed dramatic swings in position, however, were Gulf Broadcasting (28 to 95) and Oak Industries (46 to 61). Gulf Broadcasting was formerly part of Gulf United, a Florida-based insurance concern, before it was spun-off to shareholders last year. Oak Industries changed rank principally because of losses stemming from cable converter manufacturing and STV operations.

The list includes four new additions this year. Tribune Co. (23), the Chicago-based newspaper publisher, broadcaster and MSO was added because the formerly private company went public last year (7.7 million shares were sold on the first day of the offering, making it the largest public offering since the Ford Motor Co. went public 25 years ago). Also new to the list are Gulf Broadcasting (see above), Centel (30) and Comsat (58).

Mergers, aquisitions and leveraged buyouts took a few of the previous year's Top 100 companies off the list. Most notably, Outlet Broadcasting (89 in 1982) was acquired by the privately held Rockefeller Center Inc., making full year financial information unavailable. Liberty (65 in 1982), a Eugene, Ore.-based MSO and station group owner, was dropped after it merged with Tele-Communications Inc. (65 this year), the Denver-based MSO. Getty Oil (2)—70% owner of ESPN—is on the list, although since February it has been a part of the Texaco oil empire. But Texaco has indicated it does not want to be in the entertainment business and has put the unit up for sale (BROADCASTING, April 9). Another company to disappear from the Top 100 is Wrather Corp. (90 in 1982), which qualified to be included because of a stake it held, until 1982, in Teleprompter (now Group W Cable). Wrather still owns the rights to *Lassie*, but its revenue from the show is negligible compared to its principal interest in hotels.

Another reason some companies did not make this year's list is that their ECI's were too small to justify inclusion. In addition to Wrather Corp., Pioneer falls into this category. Although the company manufactures cable converters, it derives substantially all its revenues from consumer electronics.

Figures are based on calendar-year reports. When the fiscal year did not coincide with the calendar year, as happened in a few cases, figures most closely approximating the calendar year were used wherever possible. Revenue figures are based on continuing operations and are after extraordinary or nonrecurring items. Figures for Canadian-based companies are reported in American dollars at an average exchange rate for the year.

Calculating the ECI is never an easy task. The index covers a wide spectrum—all revenues derived from Fifth Estate activities. Those include radio, TV and cable billings in the case of advertising agencies, a company's subsidiary that lays cable plant or one that distributes programing as well as firms that derive their principal revenues from the sale of air time or transmission equipment.

Wherever possible, the ECI was calculated by information provided in the company's annual report or other official sources. In cases where the company did not break out its line of business in electronic communications, an estimate was made with the help of a company official or other knowledgable sources.

Excluding Gulf + Western, which fell to position 13, last year's top 10 revenue producers held their ground, with Sony moving up from 11 to 10.

Number one General Electric maintained that standing despite the divestiture of all but one of its broadcast properties. Getty Oil remained number two, while its ECI dropped from 49 to 55. The remaining occupants of the top 10 are Eastman Kodak, American Express (which owns 50% of Warner-Amex Cable Communications), Westinghouse, RCA, 3M, Coca-Cola and Signal.

Fifth Estate companies have historically fared better than most companies in a recession—in 1982, 80 of the Top 100 firms posted revenue increases above the 3.9 December to December consumer price index. In 1983, with recession relegated to only certain pockets in the economy (steel, shipping), 83 of the Top 100 companies showed an increased above the 3.5 consumer price index—a considerably improved showing over 1981, when only 65 of the Top 100 posted real revenue growth.

Companies that reported earnings losses in 1983 were Warner Communications; Western Union; Oak Industries; Rogers;

Burnup & Sims; Graphic Scanning and United Cable Television.

There were several companies that posted full-year 1983 revenues just under the $29,349,000 recorded by Cable TV Industries, the 100th ranked company. Among those that almost made the list are: Cowles Communications Inc., the Daytona Beach Fla.-based group owner; Compact Video Services Inc., a Burbank, Calif.-based production and post-production service company, and Tech-Ops Inc., a Boston-based technology concern that owns 90% of McCormick Communications, a group owner of five radio stations.

Another company excluded from the list is Des Moines Register & Tribune Co., which owns the Register Broadcast Group of four radio stations and two television stations. Although full-year 1983 revenues for the company were $88,523,000—with $21,791,000, or 25%, derived from Fifth Estate activities—BROADCASTING editors did not include the company in the Top 100 because it is not widely traded. It has fewer than 500 stockholders.

Eighty-three of the Top 100 companies had an increase in revenues in 1983 and 17 companies showed a decline. On the earnings side, 69 companies advanced and 31 retreated. Among the 83 companies that recorded higher revenues, the average increase was 17.82%. Among the 69 companies where profits rose, the average advance was 33.5%. On the other hand, among the companies that recorded lower revenues in 1983, the average decline was 14.75%. And the average decline among the 31 companies that had lower profits was 297.96%.

However, the last figure incorporates extraordinary losses for Graphic Scanning Corp. and Oak Communications. Leaving out those companies, the average earnings drop was 77.8%.

Listed in descending order of ECI revenues, the first 10 companies in BROADCASTING's Top 100 ECI index are: RCA, with ECI revenues of $3,510,920,000; Westinghouse, $3,145,758,000; ABC, $2,624,476,000; CBS, $2,388,145,000; Motorola, $1,731,200,000; North American Philips, $1,709,921,000; 3M, $1,337,410,000; Time Inc., $1,086,814,000; Zenith, $1,075,427,000, and General Electric, $803,910,000. The lowest ECI revenue contribution, $8,468,000, belonged to Stamford, Conn.-based Conrac, a manufacturer of information display and control products, including professional broadcast monitors. □

Some major Fifth Estate figures for 1983

The following is a sample of 1983 earnings by top executives of selected publicly held companies in the Fifth Estate. It is based on the latest proxy statements of those companies and other sources. Figures include total renumeration, contingent benefits and reimbursement, plus other forms of compenstaion.

ABC Inc.—Leonard H. Goldenson, chairman of the board, $863,230; Elton H. Rule, vice chairman of the board (retired 1-3-84) $775,327; Frederick S. Pierce, president, $734,846; Everett H. Erlick, executive vice president and general counsel, $403, 577; Michael P. Mallardi, executive vice president and chief financial officer, $405,577.

AT&T.—Charles L. Brown, chairman of the board and chief executive officer, $1,225,500; William M. Ellinghaus, president, $884,500; James E. Olson, vice chairman of the board, $843,000; Kenneth J. Whalen, $647,500; Thomas E. Bolger, executive vice president, $596,500.

Capital Cities Communications—Thomas S. Murphy, chairman and chief executive officer, $549,424; Daniel B. Burke, president and chief operating officer, $521,171; John B. Sias, executive vice president, $469, 421; John B. Fairchild, executive vice president, $380,000; John P. Dougherty, executive vice president, $377, 421.

CBS Inc.—Thomas H. Wyman, chairman, president and chief executive officer, $857,308; Gene F. Jankowski, vice president and president, CBS/Broadcast Group, $600,000; Walter R. Yetnikoff, vice president, and president CBS Records/Group, $1,049,577; Peter A. Derow, vice president and president CBS Publishing Group, $492,532; Thomas M. Kirwan, vice president, and president CBS/Columbia Group, $312,765.

Chris-Craft Industries—Herbert J. Siegel, chairman of the board and president, $995,455; Lawrence R. Barnett, executive vice president, $493,544; James J. Rochlis, executive vice president and president of Industrial Division, $320,609; Evan C. Thompson, vice president and president of Television Division, $477,418; Laurence M. Kashdin, vice president-finance and controller, $176,851.

The Coca-Cola Co.—Roberto C. Goizueta, chairman of the board and chief executive officer, $1,162,259; Donald R. Keough, president and chief operating officer, $811,274; Francis T. Vincent Jr., senior vice president, $646,178; Claus M. Haile, senior executive vice president, $562,759; Sam Ayoub, senior executive vice president and chief financial officer, $535,593; Ira C. Herbert, executive vice president, $532,688.

MCA Inc.—Lew R. Wasserman, chairman of the board and chief executive officer, $500,000; Sidney Jay Sheinberg, president and chief operating officer, $500,000; Thomas Wertheimer, executive vice president, $400,000; Albert A. Dorskind, vice president, $300,000; Alvin Rush, vice president, $325,000.

Maltite Communications Group—Milton Maltz, chairman of the board of directors and chief executive officer, $400,000; Carl E. Hirsch, president and chief operating officer, $274,038; John G. Rosenwald, executive vice president, director of radio, $191,619; John C. Chaffee Jr., senior vice president, director of television, $153,462; John R. Wilson, treasurer and chief financial officer, $107,500.

Meredith Corp.—E. T. Meredith III, chairman, $325,565; Robert A. Burnett, president and chief executive officer, $1,640,019; James E. Conley, president—Broadcasting Group, $941,477; Jack D. Rehm, president—Publishing Group, $257,313; Gerald D. Thornton, vice president—administrative services, $359,167.

The New York Times Co.—Arthur Ochs Sulzberger, chairman and chief executive officer, $779,881; Walter E. Mattson, president and chief operating officer, $574,921; Sydney Gruson, vice chairman, $543,216; John D. Pomfret, senior vice president, $456,279; Benjamin Handelman, senior vice president, $346,838.

RCA Corp.—Thornton F. Bradshaw, chairman of board and chief executive officer, $1,013,500; Robert R. Frederick, president and chief operating officer, $650,000; Richard W. Miller, executive vice president and chief financial officer, $447,500; Frank A. Olson, executive vice president, $500,000; Roy H. Pollack, executive vice president, $491,667.

Rollins Inc.—O. Wayne Rollins, chairman of the board and director, $500,000; R. Randall Rollins, president and director, $400,000; Gary W. Rollins, vice president and director, $239,000; Charles R. Patterson Jr., vice president and director, $175,000; Bill J. Dismuke, senior vice president, $167,000.

Viacom International—Ralph M. Baruch, chairman of the board, $475,000; Terrence A. Elkes, president, $426,154; Kenneth F. Gorman, executive vice president, $319,327; John W. Goddard, senior vice president, and president of Viacom Cable Television Division, $366,489; George C. Castell, vice president, corporate development, $456,000.

Westinghouse Electric Corp.—Douglas D. Danforth, chairman, $734,996; T.J. Murrin, president, Energy & Advanced Technology Group, $554,166; J.C. Marous Jr., president, Industries and International Group, $511,249; L. W. Yochum, senior vice president-finance, $493,327; R. E. Kirby, chairman (retired), $959,484.

TOP 100 TOP 100 TOP 100 TOP 100 TOP 100 TOP 100 TOP 100 TOP 100 TOP 100 TOP 100 TOP 100 TOP

	Company	Revenues (000) 1983	1982	% % change
1.	General Electric	$ 26,797,000	$ 26,500,000	1.1%
2.	Getty Oil	12,017,028	12,395,647	(3.1%)
3.	Eastman Kodak	10,170,000	10,815,000	(6.0%)
4.	American Express	9,769,600	8,092,600	20.7%
5.	Westinghouse	9,532,600	9,745,400	(2.2%)
6.	RCA Corp.	8,777,300	8,016,000	9.5%
7.	3M	7,039,000	6,601,000	6.6%
8.	Coca-Cola	6,829,000	6,021,000	13.4%
9.	Signal	6,151,000	3,731,000	64.9%
10.	Sony Corp.	4,747,953	4,531,245	4.8%
11.	Control Data	4,583,000	4,340,000	5.6%
12.	CBS	4,540,200	4,120,000	10.2%
13.	Motorola Corp.	4,328,000	3,785,847	14.3%
14.	Gulf + Western	4,243,018	5,358,223	(20.8%)
15.	North American Philips	3,799,825	3,168,052	19.9%
16.	Warner	3,425,272	4,090,651	(16.3%)
17.	ABC	2,948,849	2,664,528	10.7%
18.	Time Inc.	2,717,035	2,370,931	14.6%
19.	Gen Corp. Inc.	2,565,000	2,386,000	7.5%
20.	Times Mirror Co.	2,491,176	2,200,399	13.2%
21.	Harris Corp.	1,809,000	1,582,410	14.3%
22.	Gannett	1,703,646	1,519,514	12.1%
23.	Tribune Co.	1,586,526	1,431,358	10.8%
24.	MCA Inc.	1,584,539	1,586,022	(0.1%)
25.	Dun & Bradstreet Corp.	1,509,588	1,360,929	10.9%
26.	Knight-Ridder	1,473,369	1,327,987	10.9%
27.	Zenith	1,361,300	1,239,200	9.9%
28.	Disney	1,339,374	1,088,612	23.0%
29.	McGraw-Hill	1,295,175	1,193,587	8.5%
30.	Centel	1,272,128	1,156,180	10.0%
31.	Tektronix	1,208,759	1,200,609	0.7%
32.	New York Times Co.	1,091,302	933,692	16.9%
33.	Western Union	1,045,000	1,025,000	2.0%
34.	Jefferson-Pilot	1,030,035	1,024,336	0.6%
35.	General Instrument	974,317	957,059	1.8%
36.	Fairchild Industries	891,592	1,093,261	(18.4%)
37.	Washington Post	877,714	800,824	9.6%
38.	Dow Jones & Co.	866,437	730,673	18.6%
39.	Capital Cities	762,295	663,580	14.9%
40.	Varian	760,250	691,199	10.0%
41.	MGM/UA Entertainment Co.	711,130	801,934	(11.3%)
42.	American Family	703,518	584,623	20.3%
43.	A.C. Nielsen Co.	689,821	654,237	5.4%
44.	Insilco Corp.	674,224	636,034	6.0%
45.	M/A Com Inc.	631,590	610,887	3.4%
46.	Cox Communications Inc.	614,623	514,746	19.4%
47.	Interpublic Group of Cos.	603,044	565,435	6.7%
48.	Arvin Industries	600,605	513,905	16.9%
49.	Anixter Bros.	547,798	535,604	2.3%
50.	Metromedia	532,800	407,100	30.9%

Earnings (000) 1983	1982	% change	Profit margin %	Earnings per share	P/E ratio	ECI %	ECI rank
$2,024,000	$1,817,000	11.4%	7.6%	$4.45	12	3%	10
494,314	691,590	(28.5%)	4.1%	6.24	0	1%	55
565,000	1,162,000	(51.4%)	5.6%	3.41	19	2%	30
514,700	581,100	(11.4%)	5.3%	2.53	12	2%	41
449,000	449,300	(0.1%)	4.7%	5.08	9	33%	2
240,800	222,600	8.2%	2.7%	2.10	16	40%	1
667,000	631,000	5.7%	9.5%	5.67	13	19%	7
558,000	503,000	10.9%	8.2%	4.10	13	4%	27
103,000	113,000	(8.8%)	1.7%	0.90	32	3%	43
127,312	123,896	2.8%	2.7%	0.55	30	5%	31
162,000	155,000	4.5%	3.5%	4.20	9	2%	70
187,200	148,400	26.1%	4.1%	6.31	11	53%	4
244,000	169,492	43.9%	5.6%	6.26	18	40%	5
183,889	180,195	2.1%	4.3%	(2.42)	(13)	7%	25
95,712	73,564	30.1%	2.5%	7.75	4	45%	6
(417,803)	257,811	(262.1%)	(12.2%)	(6.44)	(4)	17%	11
159,834	160,027	(0.1%)	5.4%	5.45	11	89%	3
143,225	122,877	16.6%	5.3%	2.25	19	40%	8
67,427	19,436	246.9%	2.6%	2.91	11	7%	44
199,600	139,874	42.7%	8.0%	2.90	13	11%	26
63,800	61,741	3.3%	3.5%	1.62	18	20%	19
191,665	180,507	6.2%	11.3%	2.40	16	11%	42
69,267	23,922	189.6%	4.4%	0.68	39	14%	33
147,160	176,198	(16.5%)	9.3%	3.06	14	20%	21
167,422	142,122	17.8%	11.1%	2.97	19	7%	60
119,435	102,931	16.0%	8.1%	1.80	13	7%	63
46,300	(24,300)	(290.5%)	3.4%	2.26	12	79%	9
110,556	98,898	11.8%	8.3%	2.44	27	4%	85
126,478	110,018	15.0%	9.8%	2.52	15	5%	81
113,259	108,196	4.7%	8.9%	4.12	8	3%	89
48,311	71,056	(32.0%)	4.0%	2.53	24	18%	35
78,668	54,257	45.0%	7.2%	2.02	13	5%	86
(59,000)	82,312	(171.7%)	(5.6%)	(2.78)	(9)	10%	61
98,763	86,201	14.6%	9.6%	4.62	9	11%	59
184,966	173,173	6.8%	19.0%	1.68	14	43%	16
28,405	35,280	(19.5%)	3.2%	1.51	12	8%	80
68,394	52,413	30.5%	7.8%	4.82	14	14%	52
114,224	88,103	29.6%	13.2%	1.79	21	9%	76
114,704	96,317	19.1%	15.0%	8.53	16	30%	32
44,881	26,500	69.4%	5.9%	2.14	19	20%	49
42,364	28,138	50.6%	6.0%	0.84	19	35%	29
32,071	24,718	29.7%	4.6%	1.74	9	4%	90
51,229	45,506	12.6%	7.4%	2.28	13	14%	68
34,317	14,823	131.5%	5.1%	2.00	7	45%	23
27,829	37,335	(25.5%)	4.4%	0.68	65	35%	34
77,950	65,421	19.2%	12.7%	2.75	10	93%	12
25,380	21,075	20.4%	4.2%	2.43	16	70%	15
18,338	10,866	68.8%	3.1%	2.37	10	4%	94
12,212	13,275	(8.0%)	2.2%	0.73	62	40%	36
32,800	36,100	(9.1%)	6.2%	1.11	16	89%	13

	Company	Revenues (000) 1983	1982	% % change
51.	Wometco Enterprises Inc.	$519,656	$493,408	5.3%
52.	MacLean Hunter	513,624	423,859	21.2%
53.	Media General	507,784	429,409	18.3%
54.	JWT Group	460,230	420,408	9.5%
55.	Storer Communications	458,871	379,302	21.0%
56.	Harte-Hanks	443,630	394,357	12.5%
57.	Taft Broadcasting Co.	443,581	376,037	18.0%
58.	Comsat	440,418	409,507	7.5%
59.	Meredith	436,216	452,896	(3.7%)
60.	Rollins Inc.	427,900	488,940	(12.5%)
61.	Oak Industries	426,418	545,720	(21.9%)
62.	John Blair & Co.	414,317	322,387	28.5%
63.	Rogers Cablesystems Inc.	363,639	236,335	53.9%
64.	Ogilvy & Mather	358,395	327,411	9.5%
65.	Tele-Communications	347,267	265,591	30.8%
66.	Scientific-Atlanta	326,567	337,223	(3.2%)
67.	Viacom International Inc.	315,577	281,418	12.1%
68.	Affiliated Publications	293,806	259,444	13.2%
69.	Multimedia Inc.	269,720	225,463	19.6%
70.	BBDO	263,999	212,739	24.1%
71.	A.H.Belo	242,556	203,436	19.2%
72.	Turner Broadcasting	224,532	165,641	35.6%
73.	Reeves Corp.	219,984	228,617	(3.8%)
74.	Foote, Cone & Belding	206,605	179,991	14.8%
75.	Doyle Dane Bernbach	202,243	188,647	7.2%
76.	Lorimar	198,600	169,504	17.2%
77.	Josephson International Inc.	183,372	108,534	69.0%
78.	Burnup & Sims	181,098	237,012	(23.6%)
79.	Lee Enterprises	175,155	163,874	6.9%
80.	Grey Advertising Inc.	161,992	142,150	14.0%
81.	Orion Pictures Corp.	158,558	116,812	35.7%
82.	Selkirk Communications Ltd.	149,324	137,819	8.3%
83.	Conrac	141,136	116,261	21.4%
84.	United Cable Television	115,302	91,838	25.5%
85.	Graphic Scanning Corp.	114,455	89,424	28.0%
86.	LIN Broadcasting Corp.	107,333	88,420	21.4%
87.	Heritage Communications	105,972	94,825	11.8%
88.	Chris-Craft	105,631	76,531	38.0%
89.	Scripps-Howard Broadcasting	100,631	95,645	5.2%
90.	Post Corp.	95,329	84,055	13.4%
91.	Adams-Russell	91,900	71,900	27.8%
92.	Stauffer	88,165	70,183	25.6%
93.	Comcast	84,437	62,838	34.4%
94.	Texscan	84,025	49,615	69.4%
95.	Gulf Broadcasting	74,600	1,197,561	(93.8%)
96.	Cetec Corp.	72,812	57,296	27.1%
97.	Telepictures	71,135	46,421	53.2%
98.	United Television Inc.	56,136	43,160	30.1%
99.	Gray Communications Inc.	38,961	39,371	(1.1%)
100.	Cable TV Industries	29,349	32,258	(9.0%)

Earnings (000) 1983	Earnings (000) 1982	% change	Profit margin %	Earnings per share	P/E ratio	ECI %	ECI rank
$30,880	$26,040	18.6%	5.9%	$ 1.76	31	33%	47
27,470	16,879	62.7%	5.3%	0.79	42	26%	50
35,907	32,512	10.4%	7.1%	5.07	6	24%	53
17,600	10,940	60.9%	3.8%	3.03	10	55%	28
37,600	38,200	(1.6%)	8.2%	(2.42	(24)	100%	14
33,331	27,297	22.1%	7.5%	1.53	15	22%	65
37,190	36,436	2.1%	8.4%	3.83	15	68%	24
50,051	43,308	15.6%	11.4%	2.77	8	91%	17
38,551	28,080	37.3%	8.8%	4.10	11	20%	71
41,840	35,353	18.3%	9.8%	0.16	124	18%	77
(166,113)	4,103	(4,148.6%)	(39.0%)	(10.17)	(0)	42%	45
18,306	17,061	7.3%	4.4%	2.32	13	24%	66
(17,186)	(11,542)	48.9%	(4.7%)	(0.92)	(8)	100%	18
17,800	14,840	19.9%	5.0%	3.97	11	60%	37
20,532	10,402	97.4%	5.9%	0.46	36	100%	20
370	14,152	(97.4%)	0.1%	0.02	519	60%	40
28,129	25,963	8.3%	8.9%	2.14	13	100%	22
22,228	15,765	41.0%	7.6%	2.80	14	5%	98
35,174	28,974	21.4%	13.0%	2.15	17	66%	46
18,055	14,982	20.5%	6.8%	3.08	11	59%	48
31,225	23,113	35.1%	12.9%	3.25	11	33%	73
7,012	(3,350)	(309.3%)	3.1%	0.34	74	91%	38
3,871	24,475	(84.2%)	1.8%	0.31	22	42%	69
13,070	10,912	19.8%	6.3%	4.41	10	56%	56
7,369	7,862	(6.3%)	3.6%	1.22	15	51%	62
8,756	7,319	19.6%	4.4%	1.75	13	100%	39
6,231	5,875	6.1%	3.4%	1.24	9	7%	99
(4,372)	9,255	(147.2%)	(2.4%)	(0.49)	(13)	34%	83
23,292	20,790	12.0%	13.3%	1.68	14	27%	88
8,026	6,809	17.9%	5.0%	12.93	9	75%	54
7,618	(27,166)	(128.0%)	4.8%	0.65	15	50%	75
7,780	3,749	107.5%	5.2%	0.96	15	90%	51
6,985	6,191	12.8%	4.9%	1.18	14	6%	100
(30419)	15,093	(301.5%)	(26.4%)	(2.78)	(9)	100%	57
(19371)	(661)	(2,830.6%)	(16.9%)	(1.14)	(4)	100%	58
23,528	20,121	16.9%	21.9%	1.06	18	90%	67
5,353	6,149	(12.9%)	5.1%	0.52	30	50%	87
6,371	10,863	(41.4%)	6.0%	0.97	28	70%	78
17,558	19,470	(9.8%)	17.4%	1.70	15	100%	64
6,570	3,774	74.1%	6.9%	3.60	17	26%	93
6,600	5,800	13.8%	7.2%	1.09	15	26%	95
4,775	3,880	23.1%	5.4%	4.78	11	20%	97
9,025	6,526	38.3%	10.7%	1.16	16	95%	72
6,677	5,112	30.6%	7.9%	0.98	14	95%	74
6,261	92,437	(93%)	8.39%	.15	53	96%	79
1,415	889	59.2%	1.9%	0.61	13	29%	96
6,057	4,428	37%	8.51%	.93	15	100%	82
7,294	9,604	(24%)	12.99%	.63	20	100%	84
2,282	2,059	11%	5.85%	4.59	13	66%	92
578	1,680	(66%)	1.97%	.20	18	95%	91

even daring themes" and urged that they resist pressure groups and nervous advertising agencies that may attempt to dictate content. □

Saturday morning switching at NBC

NBC, which has been the network leader in Saturday morning ratings every week this season, will introduce four new Saturday morning shows next September on top of four returning series.

"We are making changes next season because we feel that any schedule—even one that is number one—needs replenishing each year. The youngsters like to have something new and it is our way of keeping up to date and fresh with what we offer," explained Phyllis Tucker Vinson, vice president of children's programing, NBC Entertainment.

The four returning Saturday morning series are *Smurfs, Mr. T, Alvin and the Chipmunks* and *Spider-Man and His Amazing Friends.*

The new series include *Snorks*, an animated half-hour about an underwater fantasy world. It is produced by Taft Broadcasting's Hanna-Barbera Productions. *Pink Panther and Sons* will be another new animated half-hour featuring the Pink Panther's offspring. It will be produced by DePatie-Freeling, creator of the original *Pink Panther* animated series—in association with Hanna-Barbera.

Also new will be *Hot Rocks*, a half-hour series about a teen-age rock band that moves in and out of "an alternative music universe." The program will be live action until the group transcends into the alternate universe, at which point it turns into animation. The series will include animated videos of top 40 hits. It is produced by Saban Productions in association with DIC Enterprises.

Another live action half-hour is *Going Bananas*, featuring an orangutan with telekinetic powers. It is produced by Jansen-Menville Productions in association with Hanna-Barbera. The orangutan is not the same one that appeared on NBC's *Mr. Smith.*

NBC won Saturday morning, March 31, for the 29th consecutive week this season. It averaged a 6.7/26, compared to 5/19 for CBS and 4.8/18 for ABC.

The programs being dropped from the NBC Saturday morning schedule include *Flintstone Funnies, Shirt Tales, Thundarr The Barbarian* and the second half-hour of *Amazing Spiderman and The Incredible Hulk*. The second half featuring *The Incredible Hulk* will be dropped and the show retitled *Spiderman and His Amazing Friends.*

CBS racks up 6 of 10 top shows

With the 1983-84 season almost over, CBS maintained its comfortable lead in the Nielsen national prime time ratings. CBS led by 1.6 rating points over ABC and 3.7 rating points over NBC to place first in the 28th week with a 17.7 rating and a 28 share, compared to ABC's 16.1/26 and NBC's 14/22.

CBS had six of the top 10 programs, while ABC had three and NBC one. The first episode of the CBS mini-series, ***George Washington***, was the fifth-ranked program of the week, averaging 22.1/33.

CBS won Thursday, Friday and Sunday. ABC carried Saturday, Monday and Wednesday. NBC won Tuesday.

Highlights of the week include ABC's sweep of Monday night, done largely with the help of its Monday Night Movie, ***Sins of the Past***, which averaged 21.3/32 and ranked as the eighth highest of the week.

NBC bulldozed the competition on Tuesday night with its regular lineup. That's not news—but a rerun of ***A Team*** pulled a 35 share, squashing the third broadcast of CBS's ***American Parade*** and blithely passing original episodes of ***Foul Ups & Bloopers*** (16.5/26) and ***a.k.a. Pablo*** (13.9/21) on NBC.

Dallas had an extremely good performance on Friday night, averaging 26.3/43 and earning its highest share since the eighth week of the season.

The week, night by night:

■ ABC won Monday night with an average 18.9/28.3 principally on the strength of its made-for-television Monday night movie, NBC took the 8-9 slot with ***TV Bloopers & Practical Jokes***, averaging a 19.8/30 against 21 shares pulled by ABC's ***Automan*** and a repeat of ***Scarecrow and Mrs. King*** on NBC.

■ Tuesday night belonged to NBC although it was a closer race after ***A Team***. NBC still won the 9-11 slot, but the ***Miss Teen U.S.A. Pageant*** on CBS averaged 16/25—behind an original episode of ***Riptide*** (19.3/29) and a repeat of ***Remington Steele*** (16.8/28). ABC's new midseason sitcom, ***Shaping Up***, couldn't equal reruns of ***Three's Company*** and ***Hart to Hart*** before and after it.

■ Averages for Wednesday night were delayed because of President Reagan's televised press conference (the press conference was sustaining so no national ratings are available). ABC's ***Dynasty***, which pulled a 23.6/38 with an original episode, was the second highest rated show of the week.

■ CBS took Thursday night with an average 21.9/36. A repeat of ***Magnum P.I.*** pulled a 21.4/34 and worked as a strong lead-in to a ***CBS Special Movie Presentation, Red Light Sting***, which averaged 22.1/37. A repeat of ***Hill Street Blues*** on NBC-TV earned a 10.4/18, its lowest performance of the season.

■ ABC won Saturday night based largely on reruns of ***T.J. Hooker*** and ***Love Boat***, but lost the 10-11 slot to ***Mike Hammer*** on CBS. ***Fantasy Island*** recorded 14.8/27, while ***Hammer*** drew 15.6/29.

■ And CBS claimed Sunday night because of the first part of its mini-series, ***George Washington***. However, the made-for-TV movie, ***The Calendar Girl Murders***, earned a 19.1/29 for ABC, helping that network to finish the evening in second place with a 17.8/27.4 average. □

Rank	Show	Network	Rating/Share
1.	Dallas	CBS	26.3/43
2.	Dynasty	ABC	23.6/38
3.	A Team	NBC	22.8/35
4.	Red Light Sting	CBS	22.1/37
5.	George Washington, part I	CBS	22.1/33
6.	Falcon Crest	CBS	21.8/39
7.	Magnum, P.I.	CBS	21.4/34
8.	Sins of the Past	ABC	21.3/32
9.	60 Minutes	CBS	21.2/35
10.	Fall Guy	ABC	21.0/33
11.	TV's Bloopers, Practical Jokes	NBC	19.8/30
12.	Georgetown vs. Houston	CBS	19.7/29
13.	People Do the Craziest Things	ABC	19.5/29
14.	Riptide	NBC	19.3/29
15.	Calendar Girl Murder	ABC	19.1/29
16.	Magic of David Copperfield	CBS	17.3/29
17.	Three's Company	ABC	17.0/23
18.	Remington Steele	NBC	16.8/28
19.	Bob Hope Special	NBC	16.6/25
20.	Foulups, Bleeps & Blunders	ABC	16.5/26
21.	Facts of Life/Paris	NBC	16.4/25
22.	Hotel	ABC	16.0/31
23.	Miss Teen USA	CBS	16.0/25
24.	Knight Rider	NBC	16.0/23
25.	Mike Hammer	CBS	15.6/29
26.	Love Boat	ABC	15.6/26
27.	Webster	ABC	15.6/26
28.	Facts of Life	NBC	15.5/24
29.	T.J. Hooker	ABC	15.3/27
30.	Airwolf	CBS	14.9/25
31.	Fantasy Island	ABC	14.8/27
32.	Cheers	NBC	14.8/23
33.	Family Ties	NBC	14.7/23
34.	Benson	ABC	14.5/25
35.	20/20	ABC	14.5/25
36.	Gimme A Break	NBC	14.3/23
37.	Hart To Hart	ABC	14.1/24
38.	Automan	ABC	14.1/21
39.	Shaping Up	ABC	14.1/21
40.	Silver Spoons	NBC	14.0/24
41.	Scarecrow & Mrs. King	CBS	14.0/21
42.	a.k.a. Pablo	ABC	13.9/21
43.	People Are Funny	NBC	13.8/28
44.	Ripley's Believe It or Not	ABC	13.4/22
45.	Mama's Family	NBC	13.2/22
46.	Double Trouble*	NBC	12.8/21
47.	Diff'rent Strokes	NBC	12.7/23
48.	Matt Houston	ABC	12.3/22
49.	Buffalo Bill	NBC	12.2/20
50.	Jane Doe	CBS	11.6/20
51.	St. Elsewhere	NBC	11.2/22
52.	Homemade Comedy Special	CBS	11.1/18
53.	That's Incredible	ABC	10.9/17
54.	Two Marriages	ABC	10.8/17
55.	Masquerade	ABC	10.7/17
56.	Master	NBC	10.5/10
57.	Hill Street Blues	NBC	10.4/18
58.	American Parade	CBS	10.3/16
59.	One Day At A Time	CBS	10.0/15
60.	Yellow Rose	NBC	9.8/18
61.	Dukes of Hazzard	CBS	9.7/17
62.	Mama Malone	CBS	9.7/15
63.	Battle Beyond the Stars	NBC	8.7/15
64.	Father Murphy	NBC	6.8/10

*Indicates premiere episode

by pointing to studies that Qube polling shows and other interactive programs command little interest among viewers, and that Qube, at least in Pittsburgh, is a big expense that generates little income.

"Qube is obsolete, at least in the Pittsburgh configuration," he says. "That equipment was developed very early in the learning curve." He described the Pittsburgh Qube system as a "total white elephant."

The addressable equipment that TCI would substitute for Qube would be "mothballed until the services are developed that would make it economically viable," said Malone. "We've got to get the operating expenses under control."

WA has proposed selling the Pittsburgh system to TCI for a little more than $93 million. Malone wouldn't put a total price on what TCI would have to invest to realign the system to its liking, but implied that it could be ten's of millions of dollars. Many of the details are still being worked out, but he said that "the converter changeout alone would run between $8 and $10 million."

If allowed to take over the Pittsburgh system, TCI would not follow WA's lead in Milwaukee and Dallas and seek to reduce the system from a dual cable to a single cable system. Channel capacity would remain the same. "The dual plant is a big investment," said Malone. "We would want to preserve that."

Existing services, such as pay-per-view and security, he said, would be provided with the one-way technology. Access services, however, may be renegotiated. "That's an open issue on the table," said Malone, repeating that his main priority is acquiring a system that is financially sound. "Then we can explore nonrevenue producing aspects" of service. "This is America. First we start with economic viability. Then we can talk about social obligations." Viability in Pittsburgh, said Malone, means achieving roughly the same kinds of operating margins that TCI has achieved in similar systems (Memphis, for example)—between 35% and 40%.

The Pittsburgh system is generating reasonably high revenues, said Malone, "It's the expense side that needs the most addressing. Substantial rate increases would not be particularly useful." Reducing operating expenses "across the board" is the key, he said.

Once the technology has been, in Malone's words, "cleaned up and standardized," the system's organizational structure and day-to-day functions would need "a good revisiting." What would evolve, he said, would be a more efficient system providing even better service.

City officials met with TCI and WA executives Thursday, April 5. But, according to Marvin Fain, the city's deputy city solicitor, TCI was not prepared to discuss specific changes in the agreement. "We expect some modifications," said Fein, "but at this point we don't know what. We'll take a hard look at anything TCI proposes." He said that approval of a TCI transfer hinged on whether that company could satisfy consumer and city needs "to the extent that Warner did. We won't stand in the way of a business deal, but we have a commitment from Warner and it's that commitment that we are looking at." □

RTNDA releases salary survey

News department personnel at typical television and radio stations were hard put to keep ahead of inflation in 1983. That is indicated by the latest annual survey of the Radio-Television News Directors Association that found small salary increases were the rule for those in radio and TV news. The median newsroom salary in TV increased about 6% while radio pay went up 4% in the comparison of salaries at midyear of 1982 and midyear of 1983. Only top TV anchors did much better.

The surveys are conducted each year for RTNDA by Professor Vernon A. Stone, director of Southern Illinois University School of Journalism. The current findings are based on questionnaires completed last summer by 432 commercial TV stations and 371 commercial radio stations. Full details are in the April *RTNDA Communicator*.

Other highlights of the survey:

- A station's highest paid reporter made 4% more than a year earlier. The median for 1983 was $365 weekly in television, $250 in radio.
- TV news director's salaries showed a median of $225 a week, up 6%; for radio news directors the typical figure was $275, unchanged from 1982.
- Not surprisingly, TV anchors fared best on payday with a median $600 a week in mid-1983, 11% more then a year earlier. However, in the top 25 markets that median was $1,255. Also, "star pay" in radio news was much less than television: The median for the highest paid newscaster/anchor at radio stations was $275, 6% above 1982.

Weekly news salaries in 1983 and percentage increase

	Television				Radio			
	Median	*Up*	*Mean*	*Up*	*Median*	*Up*	*Mean*	*Up*
Staff low	$225	10%	$237	6%	$225	7%	$253	10%
Cameramen	265	2	301	1	NA	NA	NA	NA
News producers	340	NA	361	NA	NA	NA	NA	NA
Top producer	385	NA	412	NA	NA	NA	NA	NA
Reporters	300	NA	352	NA	224	NA	258	NA
Top reporter	365	4	448	12	250	4	288	7
Anchors	450	NA	564	NA	250	NA	296	NA
Top anchor	600	11	809	15	275	6	331	6
News director	600	6	675	13	275	0	336	3

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other broadcast interests. Buyer is owned by William Walters (70%) and J. Michael Baldwin (30%). Walters is general manager and half owner of WEKY(AM) Richmond, Ky. He also has minority interest in WKVL(AM) Clarksville, Tenn., of which he has bought, subject to FCC approval, negative control (see below). He also is applicant for new AM at Radcliffe, Ky. If granted permit, he will sell WSAC. Action March 28.

■ WBME(AM) Belfast, Me. (1230 khz, 1 kw-D, 250 w-N)—Granted assignment of license from Seth Broadcasting Corp. to Marine Broadcasting Corp. for $255,000, including $70,000 cash. Sale also includes real estate. Seller is group of eight owners headed by Stephen B. Anthony, president. It bought station four years ago for $160,000 ("For the Record," April 28, 1980), and also owns WMYD(AM) Wickford, R.I. Buyer is owned by Douglas Brown and family. Brown is former principal of Belfast junior high and is currently WBME sports announcer and salesman. Action March 20.

■ WOOD-AM-FM Grand Rapids, Mich. (1300 khz, 5 kw-U; FM: 105.7 mhz, 265 kw, HAAT: 810 ft.)—Granted assignment of license from WOOD Broadcasting Inc. to Grace Broadcasting of Grand Rapids Inc. for $8.1 million. Seller is majority owned by Willard Schroeder. Other owners are Edsko Hekman and Michael Lareau. Lareau will have minority interest in buyer and will remain as stations' president and general manager. Sellers also own 86% of WSPD(AM)-WLQR(FM) Toledo, Ohio. Buyer is owned by Lareau (5%), Harvey Grace (47.5%) and Siedman, Jackson & Fisher, Chicago-based venture capital firm (47.5%). SJ&F's share actually represents investments by various corporations and limited partnerships. Grace is former president and part owner, with less than 1%, of WTTV(TV) Bloomington (Indianapolis), Ind., which was recently sold ("For the Record," Feb. 13). He and SJ&F also have majority interest in KDON-AM-FM Salinas, Calif. Action March 27.

■ WVLY(AM) Water Valley, Miss. (1320 khz, 500 w-D)—Granted assignment of license from Tri Lakes Broadcasting Co.Inc. to Joseph D. Lowe for $125,000, comprising $15,000 cash and $110,000 sellers note. This app. duplicates previously submitted app. (filed May 31, 1983), which was dismissed Nov. 8, 1983, by commission "for failure to prosecute" ("For the Record," Dec. 5, 1983). Seller is owned by Jim D. Martin (51%) and his parents, Jim G. (25%) and Lila C. (24%) Martin. Buyer has no other broadcast interests. Action March 22.

■ KBMY(AM) Billings, Mont. (1240 khz, 1 kw-D, 250 w-N)—Granted assignment of license from Eastern Montana College Foundation to Communications Systems II for $420,000 cash. Seller is nonprofit organization affiliated with state-supported school. Dr. Bruce Carpenter is school's president. It received station as donation recently from Peoria Journal Star Inc. ("Riding Gain," Oct. 24, 1983), and also owns co-located noncommercial KEMC(FM). Buyer is group of eight investors headed by Raymond M. McLean. It also owns co-located KZLS(FM). Five of investors have minority interest in KGLM-FM Buffalo, Wyo. Action March 22.

■ KTAP(FM) Crete, Neb. (103.9 mhz, 3 kw, HAAT: 225 ft.)—Granted assignment of license from KTAP Radio Inc. to Saline County Radio Inc. for $375,000 cash. Seller is owned by James J. Jaworski and his wife, Jacqueline M. They bought 80% of station five years ago for $230,000, and have no other broadcast interests. Buyer is owned by Melville L. Gleason and his wife, Louise. They are previous owners of several Nebraska radio stations, including KAWL-AM-FM York, which they sold three years ago ("Changing Hands," April 20, 1981). Melville Gleason also has minority interest in York, Neb., cable system, which he is selling. Action March 27.

■ WSSJ(AM) Camden, N.J. (1310 khz, 1 kw-D, 250 w-N)—Granted assignment of license from WSSJ Limited Partnership to WSSJ Broadcasting Ltd. Partnership for $850,000 note. Seller is owned by Alan Voorhees and family, who have no other broadcast interests. Buyer is owned by Pasquale L. Del Signore, who is sole general partner (1%), Margaret E. Del Signore (69%) and William G. Rohrer (30%). None have other broadcast interests. Action March 23.

■ KQWB(AM) Fargo, N.D., and KQWB-FM Moorhead, Minn. (1500 khz, 10 kw-D, 5 kw-N; FM: 98.7 mhz, 100 kw, HAAT: 465 ft.)—Granted assignment of license from Midwest Radio Co. Inc. to Fargo-Moorhead Radio Inc. for $5 million, comprising $3 million cash, $1 million seller's note and $1 million noncompete agreement. Sale of WEBC(AM)-WABC(FM) Duluth, Minn., involving same seller and buyer, was granted March 30. Seller is principally owned by brothers, Larry and James Lakoduk. It also owns KQBR(AM) Brainerd, Minn. Buyer is owned by Alan R. Brill, head of Evansville, Ind.-based newspaper publisher which also owns WYNT(AM)-WPVA-FM Colonial Heights (Petersburg), Va.; KLIK(AM)-KTXY(FM) Jefferson, City, Mo., and WHUM(AM) Reading, Pa. Brill also has 10% interest in Worrell Broadcasting Inc., subsidiary of Charlottesville, Va.-based Worrell Newspapers, which also owns WHSV-TV Harrisonburg, Va., and WIFR-TV Freeport (Rockford), Ill. Action March 22.

■ WKVL(AM) Clarksville, Tenn. (1550 khz, 1 kw-D)—Granted transfer of control of Two Rivers Broadcasting Corp. from J. Barry Williams (1% before; none after) to Bill G. Walters (49% before; 50% after) for $100. Other 50% is owned by Charles M. Anderson. Action March 23.

■ KAYO(AM)-KJMD(FM) Aberdeen, Wash. (1450 khz, 1 kw-D, 250 w-N; FM: 99.3 mhz, 3 kw, HAAT: minus 16.5 ft.)—Granted assignment of license from KBKW Inc.to KAYO Broadcasting for $485,000, including $64,000 cash and $350,000 seller's note. Seller is owned by John R. DiMeo and his wife, Catherine, and Don L. Downing and his wife, Mary T. They also are majority owners of KTOL-(AM)[CP] Lacey, Wash. Buyer is group of 11 investors. Majority owners are executives of Art Moore Inc., Bellevue, Wash.-based broadcast representative firm, including Earle M. Baker, chairman and CEO (25%); Gregory J. Smith, president (25%); Sandra K. Runnion, vice president and Seattle manager (25%), and Darrell S. Rutter, vice president and Portland (Ore.) manager (10%). They are also majority owners in group which recently bought KAST(AM)-KBKN-FM Astoria, Ore. ("For the Record," Jan. 30). Action March 22.

Facilities changes

AM applications

Tendered

■ WIVS (850 khz) Crystal Lake, Ill.—Seeks CP to increase power to 5 kw and make changes in ant. sys. App. April 10.

■ WWCA (1270 khz) Gary, Ind.—Seeks CP to change city of license; increase night power to 2.5 kw and make changes in ant. sys. App. April 9.

Accepted

■ KHOG (1030 khz) Fayetteville, Ark.—Seeks MP to retain main SL. App. April 9.

■ KLNI (1380 khz) Pearl City, Hawaii—Seeks MP to change main SL. App. April 10.

■ KANO (1470 khz) Anoka, Minn.—Seeks mod. of lic. to change SL and operate trans. by RC. App. April 10.

■ WEMJ (1490 khz) Laconia, N.H.—Seeks CP to change TL. App. April 10.

FM applications

Tendered

■ KWBO (97.5 mhz) Hot Springs, Ark.—Seeks CP to change TL; change ERP to 100 kw; change HAAT to 870 ft. and make changes in ant. sys. App. April 9.

■ KSCO-FM (99.1 mhz) Santa Cruz, Calif.—Seeks CP to change TL; change ERP to 1.12 kw (H) and 1.05 kw (V); change HAAT to 2,618 ft. install directional ant. and make changes in ant. sys. App. April 9.

■ *KUFW (90.5 mhz) Woodlake, Calif.—Seeks CP to change HAAT to 2,496 ft. App. April 5.

■ WDDD-FM (107.3 mhz) Marion, Ill.—Seeks CP to change TL; change ERP 50.0 kw; change HAAT to 500 ft. and make changes in ant. sys. App. April 9.

■ WAWK-FM (93.3 mhz) Kendallville, Ind.—Seeks CP to change TL; change ERP to 50 kw; change HAAT to 492 ft. and make changes in ant. sys. App. April 9.

■ *WEEE (89.5 mhz) Cherry Hill, N.J.—Seeks mod. of CP change ERP to 1.95 kw and make changes in ant. sys. App. April 10.

Accepted

■ New (107.1 mhz) Bald Knob, Ark.—Seeks CP to change TL. App. April 9.

■ KGHI (105.5 mhz) Mountain Home, Ark.—Seeks mod. of CP to change ERP to 1.72 kw and change HAAT to 414 ft. App. April 4.

■ KNAX (97.9 mhz) Fresno, Calif.—Seeks CP to change ERP to 2.6 kw and change HAAT to 312 ft. App. April 4.

■ KRTH (101.1 mhz) Los Angeles—Seeks mod. of CP to change ERP to 53.6 kw and make changes in ant. sys. App. April 9.

■ KNVR (96.7 mhz) Paradise-Chico, Calif.—Seeks CP to change TL; change ERP to 1,330 kw and change HAAT to 646.75 ft. App. April 9.

■ WLYF (101.5 mhz) Miami—Seeks CP to install aux. sys. App. April 9.

■ WAVW (105.5 mhz) Vero Beach Fla.—Seeks CP to change ERP to 2.6 kw. App. April 4.

■ KFSH (97.1 mhz) Hilo, Hawaii—Seeks mod. of CP to change TL and change HAAT to minus 124 ft. App. April 9.

■ KOPR (94.1 mhz) Butte, Mont.—Seeks mod. of CP to change TL and change ERP to 100 kw. App. April 9.

■ *WCPE (89.7 mhz) Raleigh, N.C.—Seeks mod. of CP to change TL; change ERP to 100 kw.; change HAAT to 969 ft. and make changes in ant. sys. App. April 9.

■ WSBH (95.3 mhz) Southampton, N.Y.—Seeks CP to change ERP to 2.63 kw. App April 4.

■ KMKS (92.1 mhz) Bay City, Tex.—Seeks mod. of CP change TL. App. April 9.

■ WAUN-FM (92.7 mhz) Kewaunee, Wis.—Seeks CP to change HAAT to 328 ft. App. April 9.

■ WQTC-FM (102.3 mhz) Manitowoc, Wis.—Seeks CP to make changes in ant. sys. App. April 9.

■ WBTT (97.3 mhz) Milwaukee—Seeks CP to change ERP 15.5 kw. App. April 4.

TV applications

Accepted

■ WMTW-TV (ch. 8) Poland Spring, Me.—Seeks MP to change SL. App. April 10.

■ KNBN-TV (ch.33) Dallas—Seeks CP to change ERP to vis. 5000 kw, aur. 500 kw. App. April 9.

AM Actions

■ WHMA (1390 khz) Anniston, Ala.—Granted app. for mod. of lic. to change SL and to operate trans. by RC. Action March 26.

■ KLLV (1560 khz) Breen, Colo.—Granted app. for dir. meas. of ant. power. Action April 2.

■ WQXM (1560 khz) Gordon, Ga.—Granted app. for CP to change TL. Action April 2.

■ WPAD (1560 khz) Paducah, Ky.—Granted app. to incr. night power to 5 kw and make changes in ant. sys. Action March 28.

■ KVLH (1470 khz) Pauls Valley, Okla.—Granted app. for CP to make changes in ant. sys. and augment DA pattern. Action April 2.

■ KFNW (1200 khz) Fargo, N.D.—Granted app. for MP to

Summary of broadcasting
as of February 29, 1984

Service	On Air	CP's	Total *
Commercial AM	4,740	170	4,910
Commercial FM	3,551	418	3,969
Educational FM	1,140	173	1,313
Total Radio	9,431	761	10,152
FM translators	789	444	1,233
Commercial VHF TV	535	23	558
Commercial UHF TV	340	222	562
Educational VHF TV	111	3	114
Educational UHF TV	173	25	198
Total TV	1,159	273	1,452
VHF LPTV	192	74	266
UHF LPTV	71	136	207
Total LPTV	263	210	473
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.